

# KCBS 2 TV

## QUARTERLY LIST AND PROGRAM MATERIAL

City Of License: (Los Angeles, Ca.)

Date Posted: April 10, 2000

Period: *(circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Each station is required to place an Issues/Program List in its Public Inspection File by January 10, April 10, July 10 and October 10.

During this quarter, the community needs and interests (as ascertained with community leaders) were addressed by significant Public Affairs and/or Public Service Programming in response to the following:

- |   |           |
|---|-----------|
| 1. <u>Crime &amp; Law Enforcement</u>   | 6. _____  |
| 2. <u>Education &amp; Youth</u>         | 7. _____  |
| 3. <u>Government</u>                    | 8. _____  |
| 4. <u>Health, Welfare &amp; Housing</u> | 9. _____  |
| 5. <u>Minorities &amp; Women</u>        | 10. _____ |

- 11. Calendar of Events
- 12. Regional and National PSAs
- 13. Local PSAs for our area

*See attached exhibits*

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar  
July/Aug/Sept

Apr/May/Jun  
Oct/Nov/Dec

Date Posted: April 10 Year: 2000

Program Title: "Calendar Of Events"

Issues Examined:

KCBS 2 broadcast the issues that were pertinent to this quarter.

Process:

Most of these issues were addressed by the current information that was supplied to us by the organization. These programs came about because of the need or urgency of each item.

Type of Program: ( ) Local ( ) Pre-Produced ( ) Network: \_\_\_\_\_

Comments:

The "Calendar of Events" is heard two (2) times each broadcast day.

2 x 90 days = 180 times during this quarter.

This is equivalent to approximately three hours of broadcast time.

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar  
July/Aug/Sept

Apr/May/Jun  
Oct/Nov/Dec

Date: April 10

Year: 2000

Program Title: "Regional and National PSAs"

Issues Examined:

KCBS 2 broadcast the :30 and :60 PSAs that were sent to this station that we felt were pertinent to the issues of this quarter, as well as the needs in our area. KCBS 2 serves the community of Los Angeles, Ca.

How Addressed:

Most of these issues were addressed by listening to our staff as well as our audience as to what to cover with their PSAs.

Type of Program: ☐ Local ☐ Pre-Produced ☐ Network: \_\_\_\_\_

Comments:

The "Regional and National PSA" that were aired during this quarter were heard at least:

One (1) time each broadcast day.

1 x 90 days = 90 times during this quarter.

This is equivalent to approximately 90 minutes of Public Service.

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

July/Aug/Sept

Apr/May/Jun

Oct/Nov/Dec

Date: April 10

Year: 2000

Program Title: "Local PSA's For Our Area"

### Issues Examined:

KCBS 2 TV broadcast the :30 and :60 PSAs that were sent to this station that we requested from our audience.

### Process:

Our station aired as many public service announcement messages as possible during each quarter that were related to the issues of our surrounding area. These messages were recorded in to the computer and rotated throughout the broadcast day.

Type of Program: ☐ Local ☐ Pre-Produced ☐ Network: \_\_\_\_\_

### Comments:

The local PSA's were broadcast during the day.  
KCBS 2 is on the air 24 hours per day. These messages were played over that broadcast day.  
2 x per day, for 90 days. 3 hours of broadcast time was dedicated in this form.

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## **KCBS-TV QUARTERLY ISSUES/PROGRAMS LIST**

**April 10, 2000**

Attached are listings of broadcasts and broadcast segments, which, in the Station's judgment, reflect the Station's most significant programming treatment of some ascertained issues from January 1, 2000 to March 31, 2000.

In addition to the programs included herein, KCBS-TV also broadcasts network informational broadcasts, which we believe also address community issues. These programs include CBS News Specials.

### **PROGRAM INDEX**

**KCBS-TV NEWS: "30 MINUTES SPECIAL ASSIGNMENT"** – Half hour local investigative magazine program featuring comprehensive, in-depth reports on multi-layered stories and issues affecting Southland viewers. Duration: 30 minutes. Broadcast Sundays 6:30-7PM.

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS"** - Comprehensive, in-depth reports on multi-layered stories and issues affecting Southland viewers. Duration: 4-7 minutes. Broadcast within CBS2 News M-Sun 6-7PM, & 11-11:35PM.

**KCBS-TV NEWS: "SCHOOLS 2 CAREER"** Local special reports highlighting positive interaction between business, academics, and students in ascertaining a more enriched and rounded understanding of one another. Duration: 2-6 minutes. Broadcast within CBS2 News M-Sun 6-7PM & 11-11:35PM.

**KCBS-TV: "WOMEN 2 WOMEN"**- Locally produced show that blends news, lifestyles, features and interviews emphasizing the stories, issues and opportunities of greatest pertinence to women viewers. Program includes health, finance, childcare, career, family, and relationship issues. Duration: 60 minutes. Broadcasts Monday-Friday 4-5PM.

**CBS TELEVISION NETWORK: "60 MINUTES "**- Comprehensive news program that investigates current national events. Duration: 60 minutes. Broadcast Sundays 7:00-8:00PM

**CBS TELEVISION NETWORK: "60 MINUTES II"**- Another installment of the comprehensive news program that investigates current national events. Duration: 60 minutes. Broadcast Tuesdays 9:00-10:00PM

**LOS ANGELES RADIO READING SERVICE- "AUDIO DESCRIPTION OF THE ROSE PARADE"**- Special audio broadcast presentation (utilizing the SAP Channel) of the 111<sup>th</sup> Tournament of Roses parade for the vision impaired. Broadcast Fri. 01/01/00 8-10:30AM.

### **SPECIFIC PROGRAMMING ADDRESSING COMMUNITY ISSUES**

- 1. CRIME & LAW ENFORCEMENT** - Topics in this category include the need for effective methods to combating crime, violence and delinquency.

**KCBS-TV NEWS SPECIAL REPORTS: "Investigative Team":** 01/30-02/01/00- "Medi-Cal Fraud"- Investigative Reporter, Joel Grover, investigates a group of unscrupulous doctors who recruit healthy people off the street, who are currently on medi-cal, to pose as patients so they can illegally collect fees from the State of California. **KCBS-TV NEWS: "30 MINUTES SPECIAL ASSIGNMENT"** 03/19/00- "Who's Guarding LAX"- Investigative Reporter, Joel Grover, alerts the public of ways to protect themselves from becoming victims of crimes that have occurred at the Los Angeles International Airport. **CBS-TELEVISION NETWORK: "60 MINUTES":** 02/13/00- "LAPD Confidential"- Investigative Reporter, Mike Wallace, investigates a growing problem, and a need for change, regarding domestic abusers in the LAPD that are rarely, if ever, penalized or punished by their supervisors for their crimes.

- 2 EDUCATION & YOUTH** - Topics in this category include cultural education, the education of issues of character and ethics, and a non-profit service designed to assist disadvantaged communities.

**KCBS-TV NEWS SPECIAL REPORTS: "SCHOOLS 2 CAREER":** 01/17/00- "Getting Governmental in Long-Beach"- A story about a group of High School seniors who learn the ins and outs of governmental politics through internship opportunities from the City of Long Beach. 01/24/00- "Learning Business Skills by Burning the Candles at Both Ends"- Investigative piece on a candle corporation that has its own employees go to different schools in the Los Angeles area to teach technical skills to students as well as offering many internships at their home office. 01/30/00- "Getting High Tech in the Valley"- A number of San Fernando Valley teenagers gain first hand experience from thirty participating San Fernando businesses who teach them the skills needed to gain work in the world of high paying technical jobs. 02/16/00- "Learning to Doctor"- An in-depth piece examining a group of doctors from the Martin Luther King Drew Medical Center who take students into the hospital showing them the many careers available to them in the medical field. 03/06/00- "Do you Want to Work in Pictures?"- A story on a group of teenagers who, through the Junior achievement of Southern California, get an opportunity to go onto the lot of Warner Brother studios to learn what it's like to work in the entertainment industry. 03/20/00- "Investigative piece



on the Heroes of Life Studio, a non-profit organization, who offer at-risk kids from different valley neighborhoods to work after school with talented volunteers to learn important skills needed to help them get into college. **CBS TELEVISION**

**NETWORK: "60 MINUTES":** 01/09/00- "Adopt Me"- Investigative Reporter, Ed Bradley, examines whether or not adoption fairs, where child welfare agencies introduce hard-to-place children to prospective parents, is a cruel practice or an opportunity for a "special needs" child to get a valuable opportunity.

- 3 GOVERNMENT** - Topics in this category include federal, state, and local government issues and their impact on the society.

**KCBS-TV NEWS SPECIAL REPORTS: "Investigative Team":** 02/13/00- "Grandparent's Rights"- Investigative Reporter, Randy Paige, examines local grandparent's who are going to the Supreme Court to win a ruling that would allow them, as well as other grandparents seeking legal visitation rights, to see their grandchildren when the parents refuse. **CBS-TELEVISION NETWORK: "60 MINUTES":** 02/06/00- "The Court Martial of Major Bates"- Investigative Reporter, Steve Kroft, investigates the legal rights of hundreds of individuals in the military who are refusing to take an anthrax vaccine for fear of becoming sick, and ultimately court marshaled for not following orders. 02/20/00- "Hit List"- Investigative Reporter, Ed Bradley, examines a group of doctors from Portland, Oregon who successfully sued an anti-abortionist group in Superior Court for endangering their lives by publicizing their names and addresses to be used for retaliation. **CBS-TELEVISION NETWORK: "60 MINUTES II":** 02/08/00- "The Missiliers, Parts I & II"- Anchor, Dan Rather, examined the U.S. and Russia's large arsenal of nuclear weapons still in use, and ready for deployment at a moments notice, despite the fact the cold war is over.

- 4 HEALTH, WELFARE & HOUSING** - Topics in this category include health and safety standards, environmental issues affecting Southern California, and advances in medical treatments.

**KCBS-TV NEWS SPECIAL REPORTS: "Investigative Team":** 02/06/00 & 02/07/00- "Reversing Alzheimer's disease"- Investigative Reporter, Drew Griffin, examines an experimental surgery that reportedly has helped a local man to reverse the effects of this degenerative disease. 02/08/00- "Heart Gene Therapy"- Investigative Reporter, Thelma Gutierrez, investigates a new gene therapy that is currently being tested on people with blocked arteries to help prolong their lives. 02/11/00- "The Top 10 Foods that Fight Cancer"- Anchor, Ann Martin, examines the different types of food, along with a proper diet, that are being found to help fight the risk of acquiring cancer. 02/14/00- "Sex After 50"- In depth look at the new over-the-counter drugs currently on the market that are enabling people over the age of 50 who were previously having sexual problems to now having improved and satisfying sex lives well into their later years. 02/15/00- "Weight Loss Schemes"- Investigative Reporter, Drew Griffin,

investigates a number of questionable, and very expensive, weight-loss methods that claim to melt away your fat while you sleep. 02/17/00- "Obesity Research"- Anchor, Ann Martin, looks at new hormone drugs, as well as high tech brain surgery, that are currently being tested to turn off an area in the brain that may be attributing to the problem of obesity. 02/22/00- "Diabetes"- Investigative Reporter, Gretchen Carr, examines diabetes, which is the sixth leading cause of death in American adults and children, and looks at the current prevention and treatment plans being done to stop it. **KCBS-TV NEWS: "30 MINUTES SPECIAL ASSIGNMENT"**03/26/00-"Most Dangerous Freeways"- Investigative Reporter, Drew Griffin, investigates the freeways in Los Angeles county with the highest incidence of accidents, and why so many of these accidents occur. **CBS-TELEVISION NETWORK: "60 MINUTES"**: 01/16/00-"MTBE"- Investigative Reporter, Steve Kroft, investigates the current health risks associated to the chemical MTBE that has been found to be seeping into the ground water and is causing widespread contamination of our drinking supplies.

**5 MINORITIES & WOMEN** - Topics in this category include women concerns, issues, and achievements.

**KCBS-TV NEWS SPECIAL REPORTS: KCBS-TV: "WOMEN 2 WOMEN"**: 01/04/00- "Breast Cancer Awareness"- Anchor, Ann Martin, describes many different strategies for women on how to minimize their chances of developing breast cancer. 01/05/00- "Increasing Your Life Expectancies"- Anchor, Kelly Lange, examines new approaches and steps to increasing a women's life expectancy. 01/11/00- "Domestic Violence on Women"- Anchor, Ann Martin, examines how to detect the early warning signs to potential domestic violence on women. 01/12/00- "Preparing for Menopause"- Anchor, Pamela Wright, explains the stages of menopause and how to minimize the uncomfortable discomfort that comes with it. 01/18/00- "Cosmetic Surgery Beware"- Anchor, Catherine Anaya, examines the potential dangers and side effects that are associated with having cosmetic surgery.